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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/622,299	07/18/2003	Arvind N. Shah	CR44U-US	7273

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AVON PRODUCTS, INC.
AVON PLACE
SUFFERN, NY 10901

EXAMINER

KANTAMNENI, SHOBHA

ART UNIT	PAPER NUMBER
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1617

MAIL DATE	DELIVERY MODE
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08/09/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/622,299

Applicant(s)

SHAH ET AL.

Examiner

Shobha Kantamneni

Art Unit

1617

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 May 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1, 5-14 and 21-29 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☒ Claim(s) NONE is/are allowed.
- 6) ☒ Claim(s) 1, 5-14, 21-29 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Applicant's amendment filed on 05/23/2007, wherein claims 1, and 14 have been amended.

Applicant's amendment overcomes the rejection of claims 1, 5-12 under 35 U.S.C. 102(b) as being anticipated by Brieva et al. (US 5,800,816, PTO-892 of record).

Applicant's amendment overcomes the rejection of claims 1, 5-9 under 35 U.S.C. 102(e) as being anticipated by Simon et al (US 6,372,202, PTO-1449).

Applicant's amendment overcomes the rejection of claims 1, 5-10, 13, 14, 21-26, 29 under 35 U.S.C. 102(e) as being anticipated by Tan et al. (US 6,511,672, PTO-892 of record).

Claims 1, 5-14, 21-29 are pending, and examined herein.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 5-10, 13, 14, 21-26, 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tan et al. (US 6,511,672, PTO-892 of record).

Tan et al. disclose cosmetic composition for topical application to skin comprising a first platelet of alumina treated with metal oxide such as iron-oxide, a second platelet can be, for example mica, bismuth oxychloride, alumina, copper, bronze, silver or silica treated with a spherical scattering component. It is also taught that iron oxides as pigments match the color of the skin i.e the first platelet alumina is matched in shade with a natural skin tone. See abstract; column 1, lines 19-21; col. 3, line 30-col. 4, line 22. It is disclosed that the two platelets together which include first platelet and second platelet form the mosaic which gently reflects light and matches the natural color of the skin. See column 3, lines 31-36. It is also taught that the alumina platelet alone is metallic-looking and should be tempered with other platelet to give natural skin tone. See abstract. The composition comprising the first platelet, alumina treated with metal oxide, and the second platelet, which together match the natural color of the skin, further comprises a standard interference pigments. The preferred interference pigments are pigments of different colors or types combined to blend an appropriate shade or intensity of color to match the natural skin tone i.e the interference pigment component also matches the natural skin tone. See column 4, lines 40-43, line 66, col. 4, line 4 col.5; col.5 lines 49-53. The method of preparing the cosmetic composition by blending the platelets and pigments is also disclosed. See col. 8, claims 1-3. It is further disclosed that the combination of platelets and pigments creates a mosaic of color and optically manipulates light such that the lines, wrinkles, disfigurations and discolorations on the skin appear to substantially vanish and the net effect is the skin appears natural, luminous and flawless. See abstract; column 4, lines 20-21; column 6, lines 15-49;

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column 8, claims 1,3. Inorganic pigments, and organic pigments are used in the composition. The platelet comprising bismuth oxychloride is present in an amount of 0.1 to 10.0 %, and the pigments are present in an amount of 0.05 to 50 % by weight. See column 4, lines 33-35; column 5, lines 12-15. The makeup products include foundations, blushes, pressed or loose powders, concealers, bronzers, lipsticks, lipglosses. Also the products can be in the form of gels, sticks, water-in oil emulsions, sprays, pressed or loose powders. See column 6, lines 59-66. For liquid foundation a water-in-oil emulsion is preferred, and the oil component comprises a silicone oil. See column 7, lines 4-9; column 8, EXAMPLE 1.

Tan et al. do not explicitly teach the particular platelet, bismuth oxychloride as the second platelet in the composition therein.

It would have been obvious to a person of ordinary skill in the art at the time of invention to employ bismuth oxychloride as the second platelet because Tan teaches that the second platelet can be mica, bismuth oxychloride, alumina, copper or bronze etc. One of ordinary skill in the art would have been motivated to employ bismuth oxychloride as second platelet with reasonable expectation of success of obtaining a composition that matches the natural color of the skin on blending with the first platelet because Tan teaches that the two platelets together which include first platelet and second platelet form the mosaic which gently reflects light and matches the natural color of the skin.

Regarding, the recitation "a pearlescent component comprising a bismuth oxychloride-containing pearlescent ingredient bonded to a colorant" in claims 1, and 14,

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the composition disclosed by Tan et al comprises a colored pigment i.e alumina platelet treated with iron-oxide and bismuth oxychloride, and thus will contain a colored pigment bonded to bismuth oxychloride, i.e alumina platelet will be in close contact with bismuth oxychloride.

Furthermore, as the teachings of Tan et al. renders the claimed composition obvious, the property of such a claimed composition will also be rendered obvious by the prior art teachings, since the properties, namely the pearlescent component matches in shade a natural skin tone, are inseparable from its composition. Therefore, if the prior art teaches the composition or renders the composition obvious, then the properties are also taught or rendered obvious by the prior art. In re Spada, 911 F.2d 705, 709, 15 USPQ 1655, 1658 (Fed. Cir. 1990.) See MPEP 2112.01. Further, note that Tan teaches that the two platelets together which include first platelet and second platelet form the mosaic which gently reflects light and matches the natural color of the skin.

Response to Arguments:

Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 11-12, and 27-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tan et al. as applied to claims 1, 5-10, 13-14, 21-26, and 29 above in view of Breiva et al. (US 5,800,816, PTO-892 of record).

Tan et al. is as discussed above.

Tan et al. does not teach that the silicone emulsion composition therein comprises isodecane, and the amount of isodecane.

Breiva et al. discloses a method of making water in silicone emulsion make up composition comprising silicone polymer, cyclomethicone/dimethicone copolyol; pearlescent ingredient, mica; pigments such as red iron oxide, yellow iron oxide, and water is also disclosed. The composition can comprise from about 0.1-60 % of volatile components which include straight or branched chain hydrocarbons such as isododecane. See column 2, lines 44-46; EXAMPLE 2.

It would have been obvious to a person of ordinary skill in the art at the time of invention to employ isododecane in the compositions of Tan et al. because Breiva teaches analogous silicone emulsion compositions, useful as make up products containing additives such as isododecane.

It would have been obvious to one of ordinary skill in the art to employ the specific weight percentages of the isododecane as claimed in the instant invention because it is taught by Breiva that water in silicone emulsion make up composition comprising silicone polymer, cyclomethicone/dimethicone copolyol; pearlescent ingredient, mica; pigments such as red iron oxide, yellow iron oxide, and water comprise

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from about 0.1-60 % of volatile components which include straight or branched chain hydrocarbons such as isododecane. Accordingly, Breiva teaches an analogous art comprising the instant isododecane within the amount ranges as claimed in the instant application. One would have been motivated to add isododecane in the weight percentage of the instant application to the composition of Tan et al. because as taught by Breiva, such preparations are useful as make up products.

It has been held that it is within the skill in the art to select optimal parameters, such as amounts of ingredients, in a composition in order to achieve a beneficial effect. See *In re Boesch*, 205 USPQ 215 (CCPA 1980).

Conclusion

No claims are allowed.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period, will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

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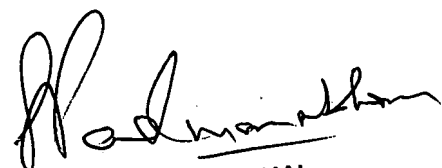
the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shobha Kantamneni whose telephone number is 571-272-2930. The examiner can normally be reached on Tuesday-Thursday, 8.00am-4.00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sreeni Padmanabhan, Ph.D can be reached on 571-272-0629. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Shobha Kantamneni, Ph.D
Patent Examiner
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SREENI PADMANABHAN
SUPERVISORY PATENT EXAMINER